

## ORDER



**Orders**  
**Order / Rev:** 704042  
**Alt Order #:** 06260631  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1536  
**Flight Dates:** 09/04/12 - 10/01/12  
**Original Date / Rev:** 08/02/12 / 08/02/12  
**Order Type:** Political

**WUSA**

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential, Political, PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	60	\$282,700.00	\$240,295.00
10/01/12	10/01/12	5	\$4,700.00	\$3,995.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$282,700.00	\$240,295.00	0.00
October 2012	5	\$4,700.00	\$3,995.00	0.00
<b>Totals</b>	<b>65</b>	<b>\$287,400.00</b>	<b>\$244,290.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WUSA	20%	\$287,400.00
Market	100%	\$1,437,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$359,250.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$502,950.00
WTTG	20%	\$287,400.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/04/12	09/07/12	CBS This Morning	CM	7-9a	- TWTF - -	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	- TWTF - -		5		\$250.00		0.00					
E 2	WUSA	09/10/12	09/14/12	CBS This Morning	CM	7-9a	MTWTF - -	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	09/10/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	MTWTF--			5		\$250.00		0.00				
E 3	WUSA	09/17/12	09/28/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$300.00		0.00				
Week:		09/24/12	09/30/12	MTWTF--			5		\$300.00		0.00				
E 4	WUSA	10/01/12	10/01/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			2		\$300.00		0.00				
E 5	WUSA	09/04/12	09/07/12	9 News @ 5p 9 News @ 5p	CM	5-6p	-TWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--			1		\$800.00		0.00				
E 6	WUSA	09/10/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	MTWTF--			2		\$800.00		0.00				
E 7	WUSA	09/17/12	09/28/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	2	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$700.00		0.00				
Week:		09/24/12	09/30/12	MTWTF--			2		\$700.00		0.00				
E 8	WUSA	10/01/12	10/01/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$700.00		0.00				
E 9	WUSA	09/04/12	09/07/12	9 News @ 6p 9 News @ 6p	CM	6-630p	-TWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--			2		\$800.00		0.00				
E 10	WUSA	09/10/12	09/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	MTWTF--			1		\$800.00		0.00				
E 11	WUSA	09/17/12	09/28/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$900.00		0.00				
Week:		09/24/12	09/30/12	MTWTF--			2		\$900.00		0.00				
E 12	WUSA	10/01/12	10/01/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$900.00		0.00				
E 13	WUSA	09/04/12	09/07/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-TWTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--			1		\$2,000.00		0.00				
E 14	WUSA	09/10/12	09/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	MTWTF--			2		\$2,000.00		0.00				
E 15	WUSA	09/17/12	09/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	2	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$2,500.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WUSA	09/17/12	09/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p MTWTF--	:30	2	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		2		\$2,500.00	0.00					
E 16	WUSA	10/01/12	10/01/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	M-----		1		\$2,500.00	0.00					
E 17	WUSA	09/04/12	09/04/12	Tue Prime A NCIS	CM	8-9P -T-----	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-T-----		1		\$11,000.00	0.00					
E 18	WUSA	09/11/12	09/11/12	Tue Prime A NCIS	CM	8-9P -T-----	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/10/12	09/16/12	-T-----		1		\$11,000.00	0.00					
E 19	WUSA	09/18/12	09/18/12	Tue Prime A NCIS	CM	8-9P -T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/17/12	09/23/12	-T-----		1		\$20,000.00	0.00					
E 20	WUSA	09/25/12	09/25/12	Tue Prime A NCIS	CM	8-9P -T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-T-----		1		\$20,000.00	0.00					
E 21	WUSA	09/04/12	09/04/12	Tue Prime C The Mentalist	CM	10-11p -T-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-T-----		1		\$6,000.00	0.00					
E 22	WUSA	09/11/12	09/11/12	Tue Prime C CSI: Crime Scene Investigation	CM	10-11p -T-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/10/12	09/16/12	-T-----		1		\$6,000.00	0.00					
E 23	WUSA	09/18/12	09/18/12	Tue Prime C CSI: Crime Scene Investigation	CM	10-11p -T-----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/17/12	09/23/12	-T-----		1		\$9,000.00	0.00					
E 24	WUSA	09/25/12	09/25/12	Tue Prime C Vegas	CM	10-11P -T-----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-T-----		1		\$9,000.00	0.00					
E 25	WUSA	09/08/12	09/08/12	Sat Prime C 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----S-		1		\$4,000.00	0.00					
E 26	WUSA	09/15/12	09/15/12	Sat Prime C 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/10/12	09/16/12	-----S-		1		\$4,000.00	0.00					
E 27	WUSA	09/22/12	09/22/12	Sat Prime C 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S-		1		\$4,000.00	0.00					
E 28	WUSA	09/29/12	09/29/12	Sat Prime C 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----S-		1		\$4,000.00	0.00					
E 29	WUSA	09/09/12	09/09/12	Sun Prime A 60 Minutes	CM	7-8P -----S	:30	2	\$14,000.00	P-1	0.00	NM	2	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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E 29	WUSA	09/09/12	09/09/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	2	\$14,000.00	P-1	0.00	NM	2	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	2		\$14,000.00		0.00						
E 30	WUSA	09/16/12	09/16/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$14,000.00		0.00						
E 31	WUSA	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-1	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$25,000.00		0.00						
E 32	WUSA	09/30/12	09/30/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-1	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$25,000.00		0.00						
E 33	WUSA	09/23/12	09/23/12	Redskins Football Redskins Football	CM	Regular Season Fc	-----S	:30	2	\$25,000.00	P-3	0.00	NM	2	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	2		\$25,000.00		0.00						
													Totals	65	\$287,400.00